

SECTION A : 25 MARKS

BAHAGIAN A : 25 MARKAH

INSTRUCTION:

This section consists of TWENTY FIVE (25) objectives questions. Mark your answers in the OMR form provided.

ARAHAN:

Bahagian ini mengandungi DUA PULUH LIMA (25) soalan objektif. Tandakan jawapan anda di dalam borang OMR yang disediakan.

CLO1
C1

1. The following statement are FALSE about international business EXCEPT
Berikut adalah pernyataan yang SALAH tentang perniagaan antarabangsa
KECUALI

- A. Transaction using same currency
Transaksi menggunakan matawang yang sama
- B. Operates in the same surrounding
Beroperasi di dalam persekitaran yang sama
- C. Culture involves may differ
Perbezaan budaya
- D. Operates under same legal systems
Perundangan yang sama

CLO1
C1

2. "integration of market, nation states, and technologies to a degree never witnessed before – in a way that is enabling individuals, corporation and nation state to reach around the world farther, faster, deeper and cheaper than ever before" – Thomas Friedman.

"integrasi pasaran, pelbagai negara dan teknologi pada tahap yang tinggi yang membolehkan individu, syarikat dan negara berhubung dengan lebih cepat dan murah berbanding sebelumnya" – Thomas Friedman.

The statement above is the definition for _____.

Pernyataan di atas adalah definisi bagi _____.

- A. International business
Perniagaan antarabangsa
- B. Competitive advantage
Kelebihan bersaing
- C. Globalization
Globalisasi
- D. Global localization
Lokalisasi global

SULIT

POLITEKNIK
Jabatan Pengajian Politeknik

BAHAGIAN PEPERIKSAAN DAN PENILAIAN
JABATAN PENGAJIAN POLITEKNIK
KEMENTERIAN PENGAJIAN TINGGI

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI DISEMBER 2012

PP302: INTERNATIONAL BUSINESS

TARIKH : 25 APRIL 2013

TEMPOH : 2 JAM (8.30 AM – 10.30 AM)

Kertas ini mengandungi ENAM BELAS (16) halaman bercetak.

Bahagian A : Objektif (25 Soalan)

Bahagian B : Esei (3 Soalan)

Dokumen sokongan yang disertakan : Tiada

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIARAHKAN

(CLO yang tertera hanya sebagai rujukan)

SULIT

CLO1
C2

- 6.
- | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> - Critical in formulating and implementing strategy - Seek for economic efficiency - Converging demand pattern - Menitikberatkan perancangan dan pelaksanaan strategi - Cuba mencapai ekonomi yang efisien - Paten permintaan yang sama |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

The statement above is true for
Pernyataan di atas adalah benar bagi

- A. Domestic company
Syarikat domestik
- B. International company
Syarikat antarabangsa
- C. Multidomestic company
Syarikat multidomestik
- D. Global company
Syarikat global

CLO1
C2

7. _____ is the selling of products made in one's own country for use or resale in other countries.

_____ merupakan penjualan produk dari satu negara untuk kegunaan atau jualan ke negara lain.

- A. Exporting
Export
- B. Importing
Import
- C. Merchandising
Promosi Jualan
- D. Transporting
Penghantaran

CLO1
C1

3. Non-equity mode of entry is _____.
Kaedah kemasukan bukan ekuiti adalah _____.

- A. exporting
eksport
- B. acquisition
pemilikan
- C. joint-venture
usahasama
- D. greenfield investment
pelaburan permulaan asas

CLO1
C1

4. Examples of global industries are _____.
Contoh kepada industri global adalah _____.

- i. Aerospace
Angkasalepas
- ii. Food & Beverages
Makanan & minuman
- iii. Automobile
automobil
- iv. Textiles
Tekstil

- A. i & ii
- B. i & iii
- C. ii & iii
- D. ii & iv

CLO1
C2

5. The followings are **TRUE** about a multidomestic company approach **EXCEPT**
Berikut adalah **BENAR** tentang pendekatan syarikat multidomestik **KECUALI**

- A. Centralization operation
Operasi sentral
- B. Decentralization operation
Operasi disentral
- C. Limited resources
Kekurangan sumber
- D. Polycentric approach
Pendekatan polisentrik

CLO1
C2

10. Pizza Hut became as popular snack food in South Korea, especially among younger people. They offer traditional as well as local varieties which may include toppings such as bulgogi and dak galbi. Korean-style pizza tends to be complicated, and Pizza Hut trying to accommodate the wants and needs of the market since they are _____.

Pizza Hut menjadi makanan snek yang semakin popular di Korea Selatan, terutamanya di kalangan remaja. Mereka menyediakan pilihan tradisional termasuklah pizza dengan topping bulgogi dan dak galbi. Selera penduduk Korea Selatan terhadap hidangan pizza menjadi lebih rumit dan Pizza Hut cuba untuk memenuhi keperluan dan kehendak pasaran memandangkan mereka adalah _____.

- A. Small and medium-sized international corporation
Syarikat antarabangsa kecil dan sederhana
- B. Transnational firm
Syarikat transnasional
- C. Multidomestic firm
Syarikat multidomestic
- D. Global firm
Syarikat global

CLO1
C2

11. Which of the following is best to describe global economy?
Manakah antara berikut merupakan pernyataan yang menggambarkan ekonomi global?

- A. Trade
Perdagangan
- B. Diversity
Kepelbagaian
- C. Interdependency
Kebergantungan
- D. Multinational Corporation
Syarikat Multinasional

CLO2
C4

12. Which of the following is the **CORRECT** statement for politics and economies?
*Pernyataan manakah yang **BETUL** merujuk kepada politik dan ekonomi?*

- A. Politics is the distribution of power and resources, while economics is the production and distribution of society's wealth.
Politik adalah pengagihan kuasa dan sumber, manakala ekonomi adalah penghasilan dan pengagihan kekayaan rakyat.

CLO1
C2

8. Ford Motor Company purchased all of the common stock of Sweden's Volvo Corporation. This is an example of _____.

Ford Motor Company telah membeli kesemua saham Sweden's Volvo Corporation. Ianya merupakan contoh untuk _____.

- A. Portfolio investment
Pelaburan portfolio
- B. Acquisition
Pengambilalihan
- C. International expansion
Perkembangan antarabangsa
- D. Greenfield investment
Pelaburan permulaan asas

CLO1
C2

9. Walt Disney permits a German clothing manufacturer to market children's pajamas embroidered with Mickey Mouse in return for a percentage of company sales. This is an example of _____.

Walt Disney telah memberikan kebenaran kepada pengeluar pakaian Jerman untuk memasarkan pakaian baju tidur kanak-kanak bersulamkan jenama Mickey Mouse dan memberikan peratus keuntungan syarikat tersebut. Ini adalah contoh _____.

- A. Franchising
Franchising
- B. Licensing
Licensing
- C. Royalty expansion
Pertambahan royalti
- D. Leasing
Sewaan

CLO2
C4

15. Which dimensions are Hofstede's cultural dimension?
Yang manakah merupakan dimensi budaya Hofstede?

- i. Power distance
- ii. Collectivism vs Individualism
- iii. Masculinity vs Femininity
- iv. Age vs Lifestyle

- A. i, ii and iii
- B. i, ii and iv
- C. ii, iii and iv
- D. i, ii, iii and iv

CLO2
C4

16. Power distance is _____
Power distance adalah _____

- A. the degree which a culture accepts social inequality among people.
budaya yang menganggap semua orang adalah berbeza.
- B. the degree which a culture accepts social equality among people.
budaya yang menganggap semua orang adalah sama.
- C. the degree to which a culture accepts uncertainty and ambiguity.
budaya yang menerima ketidakpastian dan kesamaran.
- D. the degree which a culture differentiates individuals and groups.
budaya yang membezakan individu dan kumpulan.

CLO3
C4

17. Which of the following is the likely motive for Procter & Gamble's move into China?
Manakah antara berikut merupakan motif Procter & Gamble berpindah ke China?

- A. Leverage of core competencies
Memanfaatkan teras kompetensi
- B. Acquisition of resources
Perolehan Sumber
- C. Access to new markets
Akses ke pasaran baru
- D. Ability to compete
Keupayaan bersaing

CLO2
C4

- B. Politics is the production and distribution of society's wealth, while economics is the distribution of power and resources.
Politik adalah penghasilan dan pengagihan kekayaan rakyat manakala ekonomi adalah pengagihan kuasa dan sumber.
- C. Politics and economic are not related
Tiada perkaitan antara politik dan ekonomi.
- D. Both politics and economics deal with the distribution of society's wealth and the distribution of power and resources.
Kedua-duanya adalah berkenaan dengan pengagihan kekayaan rakyat dan pengagihan kuasa dan sumber.

13. Which form of law used a conviction based on the past courts decision?
Apakah bentuk undang-undang yang mensabitkan keputusan berdasarkan keputusan mahkamah yang lepas.

- A. Bureaucratic Law
Undang-undang birokratik
- B. Civil Law
Undang-undang sivil
- C. Cultural law
Undang-undang budaya
- D. Common law
Undang-undang Inggeris

CLO3
C4

14. The following are the characteristics of advance nation **EXCEPT**
*Berikut adalah ciri-ciri negara maju **KECUALI***

- A. Gross national income (GNI) is more than \$10,065.00
Pendapatan kasar negara (GNI) melebihi \$10,065.00
- B. Economic development is dependent on service sector
Pertumbuhan ekonomi bergantung kepada sektor perkhidmatan
- C. Economic development is dependent on industrialization sector
Pertumbuhan ekonomi bergantung kepada sektor perindustrian
- D. Highly dependent on new products and innovations.
Sangat bergantung kepada inovasi dan produk baru

CLO2
C3

21. Culture is acted out in a social institution. Social institutions are
Budaya diamalkan di dalam institusi sosial. Berikut adalah institusi sosial
KECUALI:

- i. Family
Keluarga
 - ii. Education
Pendidikan
 - iii. Religion
Agama
 - iv. Government
Kerajaan
- A. i, ii & iii
 - B. i, ii & iv
 - C. ii, iii & iv
 - D. Semua di atas
All of the above

CLO2
C4

22. Culture is _____
Budaya adalah _____

- A. organized pattern of knowledge that an individual holds to be true about the world.
merupakan pengetahuan yang dianggap benar tentang dunia yang dipegang oleh individu.
- B. a verbal communication used by each individual.
merupakan komunikasi berbentuk lisan yang digunapakai oleh setiap individu.
- C. ways of living, that are transmitted from one generation to another.
merupakan cara hidup yang diturunkan dari satu generasi ke generasi lain.
- D. social context and results from the interaction between and among individuals
adalah konteks sosial yang terhasil daripada interaksi di antara dan sesama individu.

CLO1
C2

18. In a market economy, economic activity is guided by _____.
Dalam pasaran ekonomi, aktiviti bagi ekonomi berpandukan _____.

- A. the government.
kerajaan
- B. businesses.
perniagaan
- C. central planners.
perancangan Pusat
- D. prices.
harga

CLO2
C2

19. "NIC's" refers to:
"NIC's" merujuk kepada

- A. Newly incorporated countries
Syarikat baru dalam negara
- B. Non-income classified countries
Negara yang diklasifikasikan sebagai tiada pendapatan
- C. Newly industrialize countries.
Negara perindustrian baru
- D. Non-incorporated countries.
Negara bukan diperbadankan

CLO2
C2

20. Which of the following **IS NOT** an investment in human capital?
Manakah antara berikut bukan merupakan pelaburan dalam bidang sumber manusia?

- A. Education
Pendidikan
- B. Training
Latihan
- C. Industry
Industri
- D. Health care
Penjagaan Kesihatan

CLO3
C4

25. Which of the following is **NOT** recognized as a reason for difficulty in translating one language directly into another?

*Manakah antara berikut **BUKAN** merupakan sebab kesukaran menterjemahkan satu bahasa ke bahasa yang lain?*

- A. Some words do not have a direct translation.
Sesetengah perkataan tidak mempunyai terjemahan
- B. Languages and the common meaning of words are static.
Bahasa dan makna perkataan biasa adalah statik.
- C. Words mean different things in different contexts.
Perkataan membawa makna berbeza mengikut konteks yang berbeza
- D. Grammar is complex, and a slight misuse of vocabulary may change meaning substantially.
Tatabahasa adalah rumit, dan penyalahgunaan sedikit perbendaharaan kata boleh mengubah makna ketara

CLO2
C4

23. Cultural differences can be in the forms of _____
Perbezaan budaya boleh terdiri daripada _____

- i. language
budaya
- ii. religion
agama
- iii. values and attitude
nilai dan sikap
- iv. education
pendidikan

- A. i, ii & iii
- B. ii, iii & iv
- C. i, ii & iv
- D. All of the above
Semua di atas

CLO2
C3

24. The followings are material culture **EXCEPT**
*Berikut adalah budaya kebendaan **KECUALI***

- A. Clothing
Pakaian
- B. Body adornment
Hiasan badan
- C. Decorative art
Alat hiasan
- D. Value
Nilai

CLO1
C2

- ii. Distinguish each type of the MNC's based on the pressure for global integration and the need for market responsiveness.

Bezakan setiap MNC berdasarkan kepada tekanan untuk integrasi global dan keperluan untuk tindakbalas kepada pasaran.

[16 marks]

[16 markah]

QUESTION 2**SOALAN 2**CLO2
C2

- a) Most countries in the first half of 20th century suffer from the meltdown in their economy system from a series of events such as the world war and high barriers to trade imposed by major countries. The second half of the 20th century countries begin to trade in order to rebuild their economy but with different views or ideologies towards how economic should be run.

Pada awal abad ke 20 kebanyakan negara di dunia telah mengalami kemelesetan ekonomi disebabkan oleh peperangan dan sekatan perdagangan yang tinggi dikenakan oleh negara kuasa ekonomi dunia. Pada pertengahan abad ke 20 negara di dunia mula merencanakan perdagangan tetapi dengan pandangan dan ideologi ekonomi yang berbeza.

Explain **THREE (3)** ideologies that influence the economic system.

Jelaskan TIGA (3) jenis ideologi yang mempengaruhi sistem ekonomi.

[16 marks]

[16 markah]

SECTION B : 75 MARKS**BAHAGIAN A : 75 MARKAH****INSTRUCTION:**

This section consists of **THREE (3)** essay questions. Answer **ALL** questions.

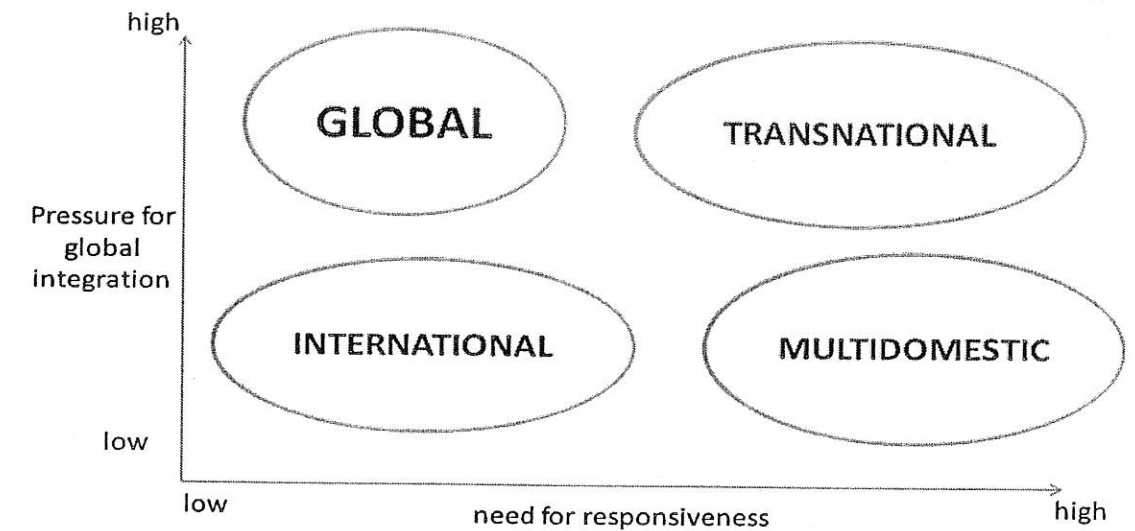
ARAHAN:

Bahagian ini mengandungi EMPAT (3) soalan esei. Jawab SEMUA soalan.

QUESTION 1**SOALAN 1**

- a) Answer the following questions based on the chart below.

Jawab soalan berikut berdasarkan carta di bawah.

CLO1
C1

- i. Describe each type of the above multinational company (MNC).

Jelaskan setiap jenis syarikat multinational di atas.

[9 marks]

[9 markah]

CLO3
C5

a) Based on the Uppsala Internationalization Model, explain:
Berdasarkan Uppsala Internationalization Model, jelaskan:

i. Export via independent representatives (agents)
Eksport melalui wakil bebas (agen)

[3 marks]

[3 markah]

CLO3
C5

ii. Establishment of overseas sales subsidiary
Penubuhan subsidiary jualan di pasaran asing

[3 marks]

[3 markah]

CLO3
C5

iii. Overseas production/manufacturing units
Unit perkilangan/penghasilan di pasaran asing

[3 marks]

[3 markah]

CLO3
C5

b) Relates **FOUR (4)** uncontrollable factors that need to be analyzed to Huawei business expansion strategy in order to sustain in foreign market.

Kaitkan EMPAT (4) faktor tidak boleh dikawal yang perlu dianalisa dengan strategi pertumbuhan Huawei bagi membolehkannya berjaya di pasaran antarabangsa.

[16 marks]

[16 markah]

SOALAN TAMAT

CLO2
C4

b) How can you differentiate a country's economic development based on **THREE (3)** economic indicator.

Bagaimana anda membezakan pertumbuhan ekonomi negara berdasarkan kepada TIGA (3) penunjuk ekonomi.

[9 marks]

[9 markah]

QUESTION 3

SOALAN 3

After two decades' of development, many Chinese technology enterprises stride their first step in internationalization. Among them, the Huawei Technologies P/L is a typical representative. Huawei is a private hi-technology company. It is a leading telecommunication equipment manufacturer in China. In 2005, the contract sales of Huawei are USD8.2 billion, of which, nearly 58% (USD4.8 billion) comes from foreign markets. Compared with 1999, only less than 4% of the total sales of Huawei came from foreign markets. Indeed, Huawei has achieved great success in internationalization in the past few years. According to the Uppsala Internationalization Model, there are four different modes of entering an International market: (i) No regular export activities → (ii) Export via independent representatives (agents) → (iii) Establishment of overseas sales subsidiary → (iv) Overseas production/manufacturing units. These four modes follow a sequence from low to higher degrees of internationalization (Andersen 1993). Bradley (1995) also believes that foreign market entry strategies usually accord with the sequential stages of Exporting, Competitive alliances, Acquisition /foreign direct investment. However, after analyzing the foreign market entry strategies of Huawei, we can find these stages are not followed strictly. The case of internationalization of Huawei shows that a hi-tech enterprise in the new economy may apply different modes in different host markets at one stage of internationalization.

Answer question (a) based on the above article.

Jawab soalan (a) berdasarkan petikan di atas.